



## 2006 Utah Tourism at a Glance

- Traveler spending rose an estimated 7.7% in 2006 to \$5.87 billion in the Utah economy
- Traveler spending is estimated to have generated \$467 million in state and local tax revenues\* (Approximately \$550 per Utah housing unit, an increase of 11.3% compared to 2005)
- Estimates of non-resident tourism arrivals increased 1.0% to 19.3 million\*
- Estimated 125,800 jobs in travel and tourism-related industries (Approximately 10% of total Utah nonfarm jobs)
  - 86,500 Direct tourism jobs
  - 39,300 Indirect tourism jobs
- Utah overnight leisure visitors (including Utah residents and non-residents) are estimated to have spent on average \$83 per person per day and stayed 3.16 nights (2005 Data)
- 83% of Utah's visitors come from the Western United States (2005 Data). Top markets include:
  - Utah
  - California
  - Idaho
  - Nevada
  - Colorado
  - Texas
  - Oregon
- International visitors accounted for 3.6% of total non-resident visitation with an estimated 690,000 visits in 2006. Top international markets include:
  - Canada
  - Mexico
  - Germany
  - United Kingdom
  - France
  - Japan
  - Netherlands
  - South Korea
- International visitors\*\* to Utah spend an estimated \$88 per day and stay 4.1 nights in Utah (2004 Data)
- 5.2 million recreation visits were made to Utah's five national parks during 2006. Another 4.7 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 4.5 million visitors enjoyed Utah's 41 state parks during 2006
- 23.0 million vehicles crossed Utah's borders along Interstate highways in 2006\*
- 21.6 million passengers arrived at Salt Lake International Airport during the year
- Utah's 13 ski resorts hosted 4.1 million skier days during the 2005/06 season
- 581,154 visitors stopped at one of Utah's six Welcome Centers during 2006
- 68.3% statewide hotel/motel occupancy rate in 2006, compared to 65.0% in 2005

\*These figures are estimates which may be revised once final year-end figures become available.

\*\*Excludes data from Mexico which is not available at this time. The U.S. Department of Commerce is working with Mexico to obtain tourism data.

Sources: Utah Governor's Office of Planning and Budget; D.K. Shifflet & Associates Ltd.; National Park Service; Utah State Parks and Recreations; Ski Utah; Utah Department of Transportation; Utah State Tax Commission; Utah Department of Workforce Services; Salt Lake International Airport; U.S. Department of Commerce; Rocky Mountain Lodging Report; Utah Governor's Office of Economic Development – Office of Tourism